**Marketing Solutions for Small and Large Locals**

**Small Local Suggestions**

Building Rep Training (Mini Lessons so they understand what the courses are and can encourage others to attend)

RtI connections (Match MAB to RtI)

Include consortiums for financial support and locations

Target a school in need and show the effectiveness of the program

Segment courses into smaller components (appeals to a larger audience – offer certificates for each chunk)

Teacher buy-in at school inservice sessions

Posters for school bulletin boards to advertise the courses

Incentives for bringing a friend/non-member to increase number of participants and grow the association

Cross County Partnerships (border county schools to increase accessibility)

**Large Local Suggestions**

Target schools not making AYP

Share impact of ER&D at those schools

Write grants for funding ER&D

Use new technology to fill classes (email, Facebook, web pages, List Serves, Moodle)

ER&D PD has to be included in all communication

Include Union in Pro Ed Council

Include District PD staff in training

Target teachers with evaluation issues

After hours – trainers 1:1 with teachers having difficulty (offer sessions where struggling teachers can come in for assistance, review their course manuals and help them overcome their weaknesses)

Contract Language

Budget for ER&D – PD & Membership (included as a line item)